

Arizona Office of Tourism

VISITATION VOLUME		VISITORS BY PROVINCE		PURPOSE/ACTIVITIES	
Total Int'l Visitation	422,800	Ontario	40.1%	MAIN TRIP REASON	
DEMOGRAPHICS		Alberta	26.7%	Holiday, Vacation	58.3%
AGE (years)		BC & Territories	17.7%	Visit Friends or Relatives	12.5%
Children 2-19	3.9%	Quebec	5.9%	Convention, Conf., Trade Show	9.4%
20-34 years	7.9%	Manitoba	3.9%	Meetings	6.6%
35-54 years	31.2%	Saskatchewan	3.4%	Visit Second Home, Cottage, Coi	6.6%
55-74	44.0%	Atlantic Canada	2.2%	Personal (Medical, Wedding, etc.)	2.1%
75 +	5.2%	LENGTH OF STAY		Other Work	1.7%
Unknown	7.8%	Average Visit Duration (nights)	15.98	Attend Events, Attractions	1.7%
PARTY COMPOSITION		1-3 Nights	26.6%	Other	0.7%
Avg. Travel Party (mean)	2.0	4-9 Nights	40.7%	Educational Study	0.6%
Traveling Alone	14.5%	10-20 Nights	15.1%	VISIT SPENDING RANGE CDN \$	
2 Adults	54.2%	21+ Nights	17.6%	Average Spending per Visit	\$ 1,029.00
3+ Adults	17.2%	ACCOMMODATIONS		\$0-\$299 CDN*	11.9%
Adults and Children	5.4%	Hotel Only	28.0%	\$300 - \$1,999 CDN*	46.1%
Other	8.8%	Home of Friends or Relatives Only	14.8%	\$2,000 - \$7,999 CDN*	36.7%
TRAVEL PARTY SIZE		Motel Only	10.8%	\$8,000 + CDN*	5.4%
1 Person	16.0%	No Accommodation Reported	9.0%	*Annualized conversion rate	
2 Persons	56.0%	Other Only	8.9%	for 2005 - \$1US = 1.21163290 CDN	
3 Persons	5.3%	Camping or Trailer Park Only	8.3%	VISIT SPENDING RANGE US \$	
4 Persons	9.5%	Hotel & Motel	5.7%	Average Spending per Visit	\$849.27
5-9 Persons	8.0%	Other Combinations of 2 types	5.2%	\$0-\$247 US*	11.9%
10+	5.2%	Motel & Home of Friends/Relatives	4.0%	\$248 - \$1,650 US*	46.1%
MODE OF ENTRY		Cottage/Cabin Only	2.9%	\$1,651 - \$6,602 US*	36.7%
Airplane	69.5%	Hotel & Home of Friends/ Relatives	1.6%	\$6,603+ US*	5.4%
Auto	27.8%	A Combination of 3 or more types	0.9%	*Annualized conversion rate	
Via USA	1.3%	GENDER		for 2005 - \$1US = 1.21163290 CDN	
Bus	0.9%	Female	47.4%	SPENDING PER NIGHT CDN\$	
Other	0.5%	Male	44.8%	Average Spending per Night	\$ 64.37
		QUARTER OF TRAVEL		SPENDING PER NIGHT US\$	
		1st Quarter	37.6%	Average Spending per Night	\$ 53.13
		2nd Quarter	30.0%		
		3rd Quarter	13.9%		
		4th Quarter	18.5%		

Source: Statistics Canada, 2006